

IEEE HOME | SEARCH IEEE | SHOP | WEB ACCOUNT | CONTACT IEEE



Membership | Publications/Services | Standards | Conferences | Careers/Jobs

IEEE Xplore®
 RELEASE 1.6

 Welcome
 United States Patent and Trademark Office

IEEE Xplore®
 1 Million Documents
 1 Million Users
 And Growing
 » ABSTRACT PLUS

[Help](#) [FAQ](#) [Terms](#) [IEEE Peer Review](#)
[Quick Links](#)

Welcome to IEEE Xplore®

- ☐ Home
- ☐ What Can I Access?
- ☐ Log-out

Tables of Contents

- ☐ Journals & Magazines
- ☐ Conference Proceedings
- ☐ Standards

Search

- ☐ By Author
- ☐ Basic
- ☐ Advanced

Member Services

- ☐ Join IEEE
- ☐ Establish IEEE Web Account
- ☐ Access the IEEE Member Digital Library

Print Format

[Search Results](#) [PDF FULL-TEXT 424 KB] [PREV](#) [NEXT](#) [DOWNLOAD CITATION](#)

 Request Permissions
RIGHTSLINK®
SUBMITTING CITATION CENTER, INC.

Marketing data analysis using inductive learning and genetic algorithms with interactive- and automated-phases

Terano, T. Ishino, Y.

Graduate Sch. of Syst. Manage., Tsukuba Univ., Tokyo, Japan;

This paper appears in: **Evolutionary Computation, 1995., IEEE International Conference on**

Meeting Date: 11/29/1995 - 12/01/1995

Publication Date: 29 Nov.-1 Dec. 1995

Location: Perth, WA Australia

On page(s): 771 - 776 vol.2

Volume: 2

Reference Cited: 16

Inspec Accession Number: 5250221

Abstract:

In this paper, to analyze questionnaire data on consumer goods for marketing decision making, we use inductive learning and **genetic algorithms** with interactive and automated phases. The basic idea of the method is to integrate inductive learning to acquire **decision trees** or sets of decision rules and **genetic algorithms** to get the effective features to develop simple, easy-to-understand, and accurate knowledge from noisy data. The unique characteristic of the method is that the offspring (**decision trees**) are evaluated by both human-in-a-loop phase (simulated breeding) and automated simple GA-based phase. The proposed method has been qualitatively and quantitatively validated by a case study on consumer product questionnaire data of 2400 entries with 16 attributes

Index Terms:

behavioural sciences computing data analysis decision support systems **genetic algorithms** knowledge acquisition learning by example marketing marketing data processing consumer goods decision rules **decision trees** **genetic algorithms** inductive learning marketing data analysis marketing decision making noisy data offspring questionnaire data analysis simulated breeding

Documents that cite this document

Select link to view other documents in the database that cite this one.

[Search Results](#) [\[PDF FULL-TEXT 424 KB\]](#) [PREV](#) [NEXT](#) [DOWNLOAD CITATION](#)

[Home](#) | [Log-out](#) | [Journals](#) | [Conference Proceedings](#) | [Standards](#) | [Search by Author](#) | [Basic Search](#) | [Advanced Search](#) | [Join IEEE](#) | [Web Account](#) | [New this week](#) | [OPAC](#)
[Linking Information](#) | [Your Feedback](#) | [Technical Support](#) | [Email Alerting](#) | [No Robots Please](#) | [Release Notes](#) | [IEEE Online Publications](#) | [Help](#) | [FAQ](#) | [Terms](#) | [Back to Top](#)

Copyright © 2004 IEEE — All rights reserved